



News Release

For Immediate Release:
Tuesday, September 19, 2006

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The TRUTH Campaign Gives Utah's Kids a Groovy Chance at Hollywood Stardom

(SALT LAKE CITY) – Lights, Camera, Action! The 2007 TRUTH from Youth Anti-tobacco Advertising Contest presented by the Utah Department of Health (UDOH) is giving fourth- and fifth-graders the opportunity to become a big-time producer. The TRUTH Contest is celebrating its tenth year with a 70's retro "Walk the Red Carpet" theme. The contest gives "cool cats" some "way decent" prizes and the opportunity to produce their award-winning ad.

The TRUTH contest invites fourth- and fifth-graders statewide to create a TV, radio or billboard/poster advertisement with an anti-tobacco message. Youth can enter as many times as they like--either individually or with friends. The contest deadline is Friday, March 9.

The Best of Show winner will "chill" at a "far out", Hollywood-style awards ceremony. The winner also receives a groovy limo ride for them and seven people of their choice, a prize of \$400, and the chance to turn their idea into a real ad. A total of nine additional prizes will be awarded with \$300 for first place, \$200 for second and \$100 for third in each category. All participants will be invited to an exclusive movie premiere.

"This year's retro 'Walk the Red Carpet' theme lets kids know they can have movie-star glamour by being tobacco free," said Lena Dibble, media coordinator, UDOH Tobacco Prevention and Control Program.

By sixth grade, nearly one in ten youth have tried cigarettes. Data show teens are the main source of new smokers, and almost no one starts smoking after the age of 19.

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“Our goal is to educate youth about the dangers of tobacco and encourage them to make the decision to stay tobacco free for life,” said Dibble. “We hope their involvement in the contest will provide positive memories and reinforce this effort.”

The UDOH is distributing thousands of contest information posters and packets this month to fourth- and fifth-grade teachers in the state. The contest is a curriculum tool used by many Utah teachers. It is easily incorporated into most courses. Teachers can make it a required assignment, extra-credit project or a volunteer class project.

For more information regarding the TRUTH from Youth Anti-tobacco Advertising Contest visit www.youthagainstabacco.com, e-mail TheTRUTH@utah.gov, or call 1(877) 220-3466.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.